Applicant : S. Sean Moore, et al.   Docket No.: UV-192
Application No.: 09/823,588
Filed   · March 30, 2001
For   : SYSTEM AND METHOD FOR METADATA-LINKED
           ADVERTISEMENTS
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FIG. 1

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FIG. 2

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ADVERTISEMENTS
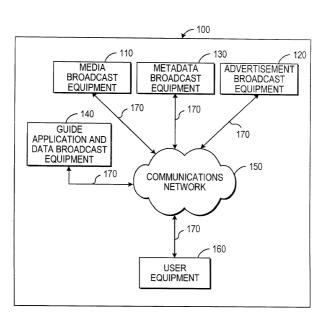Agent : Scott H. Kaliko, Reg. No. 45,786 Sheet 3 of 7

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300

RECEIVING METADATA
AND OTHER MEDIA — 310

SELECTING AN OBJECT — 320

READING METADATA — 330

SELECTING AN
ADVERTISEMENT — 340

DISPLAYING THE
ADVERTISEMENT — 350

FIG. 3

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Filed   : March 30, 2001
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              ADVERTISEMENTS
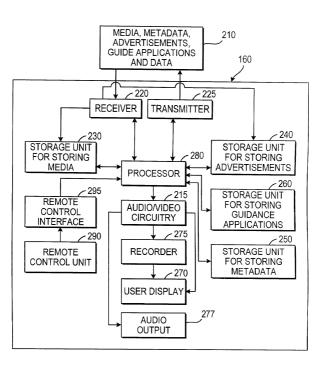Agent   : Scott H. Kaliko, Reg. No. 45,786   Sheet 4 of 7

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400

```
                  RECEIVING METADATA        410
                    AND OTHER MEDIA
                          |
                          v
                  STORING METADATA          420
                          |
                          v
                  READING METADATA          430
                          |
                          v
                    SELECTING AN            440
                    ADVERTISEMENT
                          |
                          v
                  DISPLAYING THE            450
                  ADVERTISEMENT
```

FIG. 4

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Filed   : March 30, 2001
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             ADVERTISEMENTS
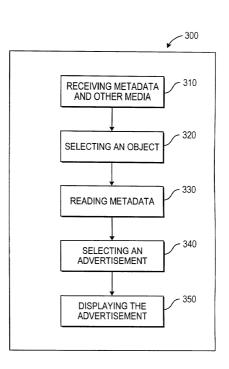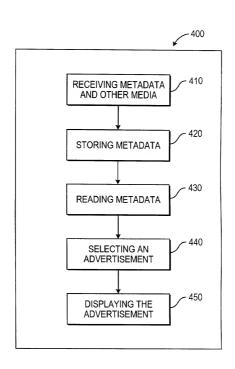Agent   : Scott H. Kaliko, Reg. No. 45,786   Sheet 5 of 7

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```
                                            ┌── 500
                                          ↙
  ┌──────────────────────────────────────────────────┐
  │                                                    │
  │      ┌──────────────────────────┐   ┌── 510        │
  │      │  RECEIVING METADATA      │  /               │
  │      │   AND OTHER MEDIA        │                  │
  │      └──────────────────────────┘                  │
  │                   │                                │
  │                   ▼                                │
  │      ┌──────────────────────────┐   ┌── 520        │
  │      │    READING METADATA      │  /               │
  │      └──────────────────────────┘                  │
  │                   │                                │
  │                   ▼                                │
  │      ┌──────────────────────────┐   ┌── 530        │
  │      │   DOWNLOADING AN         │  /               │
  │      │    ADVERTISEMENT         │                  │
  │      └──────────────────────────┘                  │
  │                   │                                │
  │                   ▼                                │
  │      ┌──────────────────────────┐   ┌── 540        │
  │      │   DISPLAYING THE         │  /               │
  │      │    ADVERTISEMENT         │                  │
  │      └──────────────────────────┘                  │
  │                                                    │
  └──────────────────────────────────────────────────┘
```

FIG. 5

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Filed   : March 30, 2001
For   : SYSTEM AND METHOD FOR METADATA-LINKED
             ADVERTISEMENTS
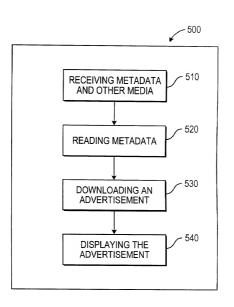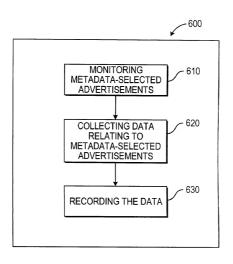Agent   : Scott H. Kaliko, Reg. No. 45,786   Sheet 6 of 7

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600

MONITORING METADATA-SELECTED ADVERTISEMENTS — 610

COLLECTING DATA RELATING TO METADATA-SELECTED ADVERTISEMENTS — 620

RECORDING THE DATA — 630

FIG. 6

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FIG. 7